AN INTERNSHIP PROJECT REPORT ON

"MISSION DRIVEN MARKETING AND THE CONTEMPORARY PUBLISHING INDUSTRY: PRASHARAN SVM PUBLISHING GROUP"

AS

"MARKETING EXECUTIVE INTERN"

BY

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SEMESTER - V, YEAR - 3

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SUBMITTED TO

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UNIVERSITY OF LUCKNOW

4TH NOVEMBER, 2025

Acknowledgement

I wish to express my sincere gratitude to the **Faculty of Commerce, University of Lucknow**, for providing me with this wonderful opportunity in the Degree course of Bachelor of Commerce in Semester V, Year 3 to undertake a practical internship and prepare this report. This task was invaluable, transitioning my theoretical knowledge into real-world application, and acting as a crucial bridge between academic study and professional practice.

I am especially thankful to the PRASHARAN SVM Publishing Group for their constant encouragement, support, and for facilitating this learning experience. The exposure gained at PRASHARAN SVM has been foundational to my understanding of **mission-driven marketing and the contemporary publishing industry**, lessons that will prove indispensable to my career.

I am truly grateful to the University for prioritizing such practical learning, which has significantly enhanced my skills in management, communication, and business analysis.

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UNIVERSITY OF LUCKNOW

DATED: 4TH NOVEMBER, 2025

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Chapter 1

Introduction

1.1 Background of the Internship

My internship was undertaken at **PRASHARAN SVM**, a distinguished, multi-faceted enterprise rooted in publishing and media, driven by the core mission of social upliftment. The organization's philosophy, encapsulated in the tagline "Social Good Creators," seamlessly integrates commercial operations with a sustained commitment to societal benefit. The context of my internship was to gain practical exposure to marketing and branding within this unique mission-driven corporate environment. My formal role during this period was as a **Marketing Executive Intern**. I was primarily associated with the **PRASHARAN SVM Marketing and Branding Department** and also actively contributed to the **YuvaanSabha Pratinidhi Mandal**, which manages the group's critical social initiative. The total duration of this internship was **one month**, which provided a focused, high-intensity learning experience in the dynamic media and publishing landscape.

1.2 Objectives of the Internship Report

This internship report has been prepared with clear learning and contribution objectives in mind, reflecting the mission-centric nature of PRASHARAN SVM. The primary goals were:

- **Understanding Mission-Driven Marketing:** To thoroughly comprehend the principles and strategies involved in marketing and branding for a company where the core business objective is intricately linked to a **social mission** (the "Social Good Creators" vision).
- **Contribution to Core Vision:** To actively contribute to PRASHARAN SVM's overarching vision of **Social Good Creators** by applying effective marketing techniques that amplify the group's message and reach.
- **Market Reach Augmentation:** To specifically focus on increasing the market reach and visibility for a new released book from the **PRASHARAN SVM Publishing Group**, ensuring the literary work reaches its intended audience efficiently.

1.3 Methodology of Work

To achieve the defined objectives, a hands-on and collaborative methodology was adopted throughout the internship period. My work primarily involved:

- **Social Media Marketing Engagement:** Active participation and collaboration with the social media marketing team to develop and execute campaigns across various digital platforms, targeting specific reader demographics for both the books and the community initiatives.
- **Content Creation and Development:** Direct involvement with the content creation team in drafting promotional copy, designing basic graphics, and developing compelling narratives that align with the brand's social mission for use in marketing collateral.
- **Market Research and Data Analysis:** Learning fundamental market research techniques with the guidance of the data analysis team, specifically focusing on assessing the performance of existing campaigns and identifying emerging trends in the target market.
- **Community Engagement Activities:** Engaging directly with the **YuvaanSabha** (Yuva Vani Naagari Sabha) through online interaction and promotional activities to foster growth, encourage submissions, and solidify the community's connection to the main group.

1.4 Limitations of the Study

While the internship provided invaluable experience, certain constraints were inherent to the study and the scope of work. The primary limitation was the **short, one-month duration of the internship period**.

- **Challenge in Measuring Direct Impact:** The limited timeframe presented a significant challenge in accurately measuring the **direct and long-term impact** of the marketing efforts and campaigns initiated. Most significant changes in brand awareness and sales often require more extended periods to materialize and be statistically validated.
- **Scope Constraint:** The brief duration meant that my involvement in complex, large-scale strategic planning or high-budget campaigns was limited, confining the study primarily to tactical execution and short-term performance analysis.

Chapter 2

Organizational Overview

PRASHARAN SVM

Publishing Group

2.1 Introduction to PRASHARAN SVM

PRASHARAN SVM is accurately categorized as a **Mission-Driven Publishing and Media Group**. The organization's journey represents a successful strategic evolution from a focused social awareness initiative to a commercially viable business entity. It initially began in September 2021 as **PRASHARAN NIC**, primarily utilizing podcast publishing for social campaigns. This foundational work in creating positive social impact led to a rebranding and formal establishment as **PRASHARAN SVM** towards the end of 2023. This transition was crucial for solidifying its corporate structure while ensuring the original

dedication to societal benefit remained the central driving force of all its operations.

2.2 The "Social Good Creators" Philosophy

The core value proposition of PRASHARAN SVM is encapsulated in its tagline, **"Social Good Creators,"** which defines its entire organizational culture and output. This belief system, referred to as **Social Good Creates**, posits that positive influence should be ubiquitous in society and that the creation of "Good" should be maximized. The organization leverages the potent capabilities of the media and publishing industries to influence societal thought and discourse, which is why it originated as a publishing entity. This core ethical alignment not only provides professional value but also forms a central theme connecting my marketing internship work with the deep-seated **ethical values of business**—a factor that strongly motivated my decision to intern with the company.

2.3 Focus on PRASHARAN SVM Publishing Group

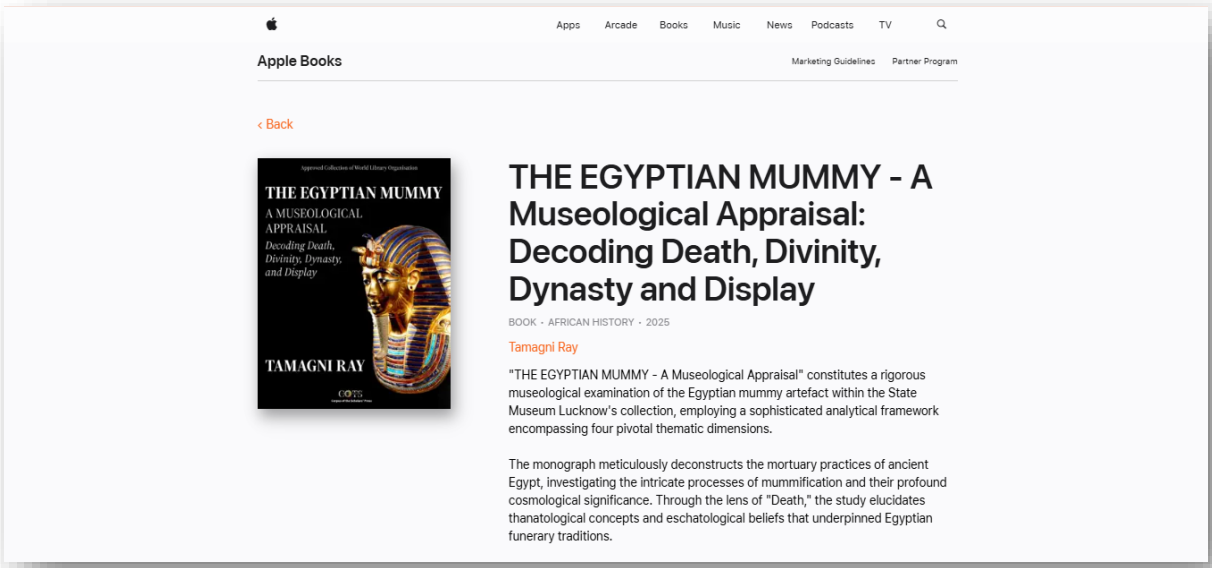
The **PRASHARAN SVM Publishing Group** functions as the enterprise's central unit and is a traditional book publishing house. Its primary role is the production, marketing, and distribution of literary works, with a strong emphasis on content that aligns with the social good ethos.

During my internship, I worked on the promotion and marketing of several key publications, including:

- *Devi Pratima Vigyan*
- *The Egyptian Mummy*
- *Living with Dying*
- *Grams of Viha*
- *Quomodo* (Audiobook)
- *The Scribe of Thebes*
- *Jeevan Putra*

The target audience for the non-fiction segment of the Publishing Group is primarily the **young adults and student community, specifically in the age group of 18 to 25**. For its fiction titles, the target audience is intentionally broad, encompassing **every age group**, thereby maximizing the reach of their narrative and thematic messages.

Book Project release on which I worked listed below: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Marketing Guidelines Partner Program
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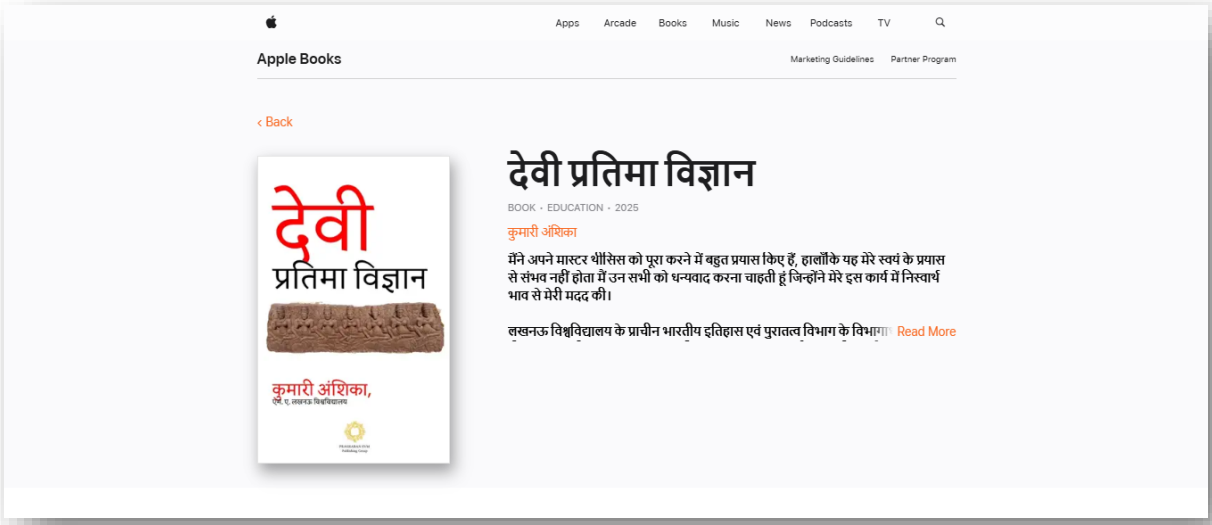
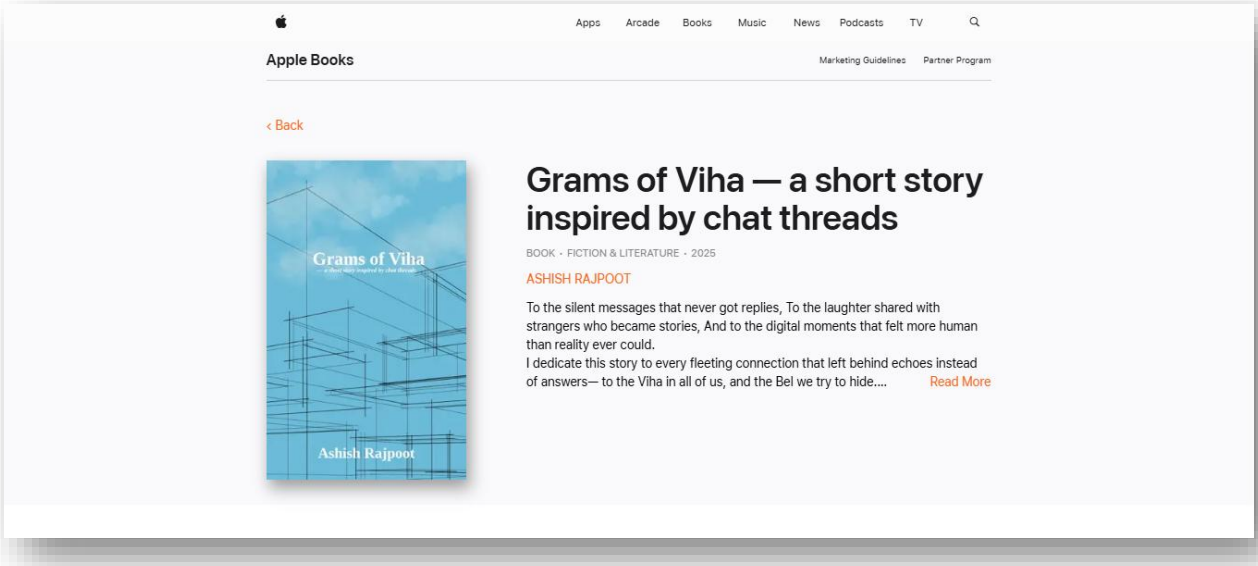
THE EGYPTIAN MUMMY
A MUSEOLOGICAL APPRAISAL
Decoding Death, Divinity, Dynasty, and Display
TAMAGNI RAY
THE EGYPTIAN MUMMY - A Museological Appraisal: Decoding Death, Divinity, Dynasty and Display
BOOK · AFRICAN HISTORY · 2025
Tamagni Ray
"THE EGYPTIAN MUMMY - A Museological Appraisal" constitutes a rigorous museological examination of the Egyptian mummy artefact within the State Museum Lucknow's collection, employing a sophisticated analytical framework encompassing four pivotal thematic dimensions.
The monograph meticulously deconstructs the mortuary practices of ancient Egypt, investigating the intricate processes of mummification and their profound cosmological significance. Through the lens of "Death," the study elucidates thanatological concepts and eschatological beliefs that underpinned Egyptian funerary traditions.

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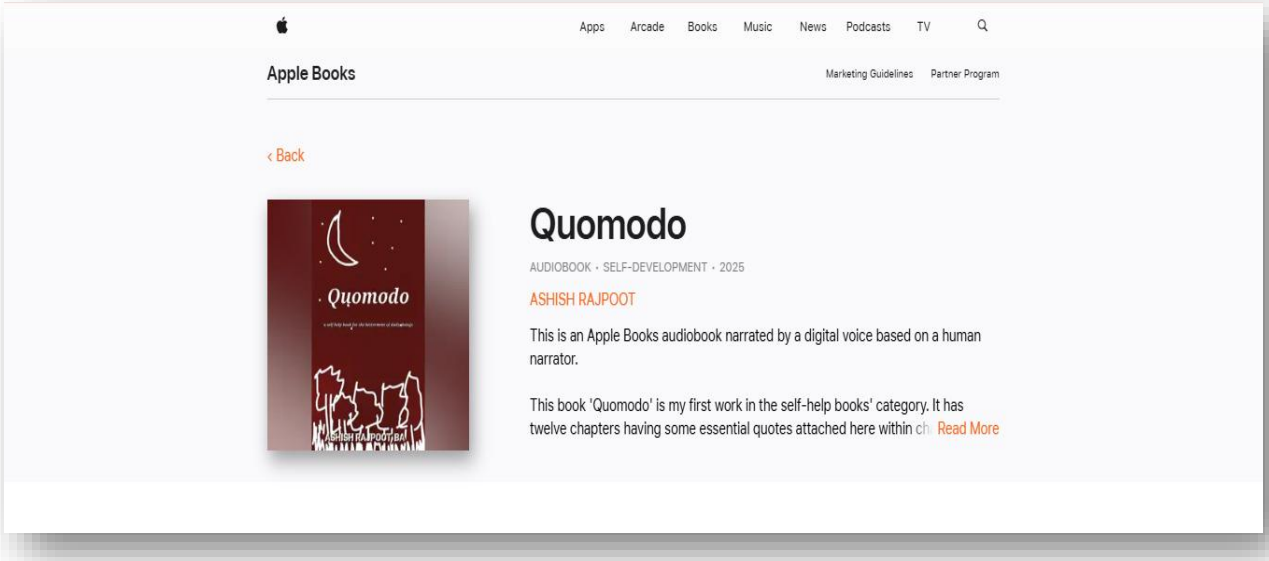
Grams of Viha
Ashish Rajpoot
Grams of Viha — a short story inspired by chat threads
BOOK · FICTION & LITERATURE · 2025
ASHISH RAJPOOT
To the silent messages that never got replies, To the laughter shared with strangers who became stories, And to the digital moments that felt more human than reality ever could.
I dedicate this story to every fleeting connection that left behind echoes instead of answers— to the Viha in all of us, and the Bel we try to hide....
Read More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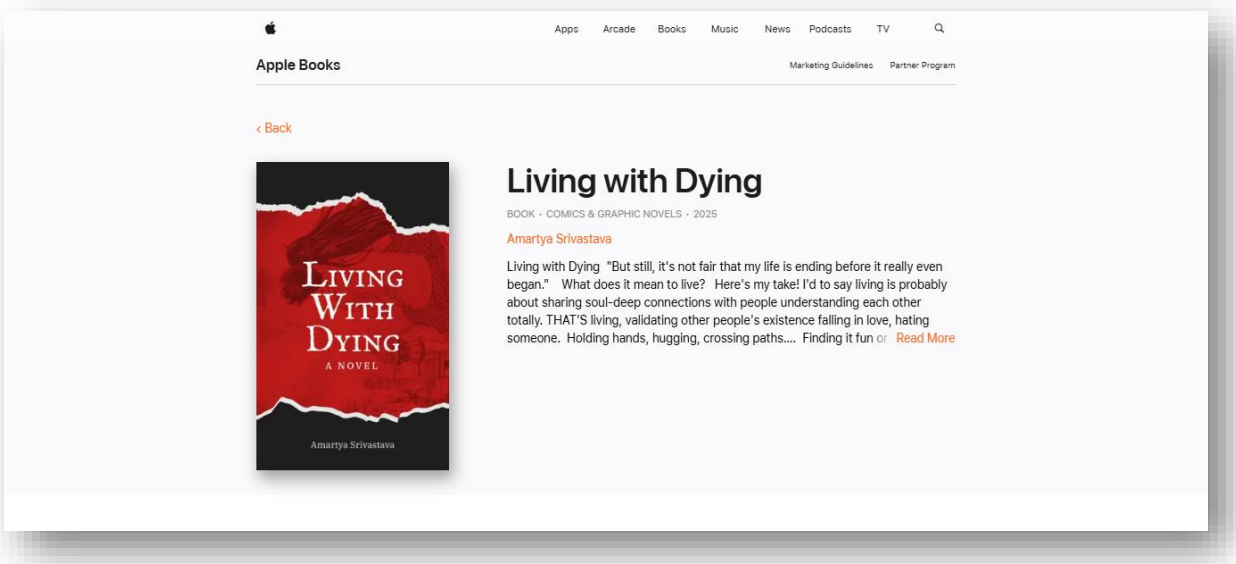
Quomodo
Quomodo
AUDIOBOOK · SELF-DEVELOPMENT · 2025
ASHISH RAJPOOT
This is an Apple Books audiobook narrated by a digital voice based on a human narrator.
This book 'Quomodo' is my first work in the self-help books' category. It has twelve chapters having some essential quotes attached here within ch
Read More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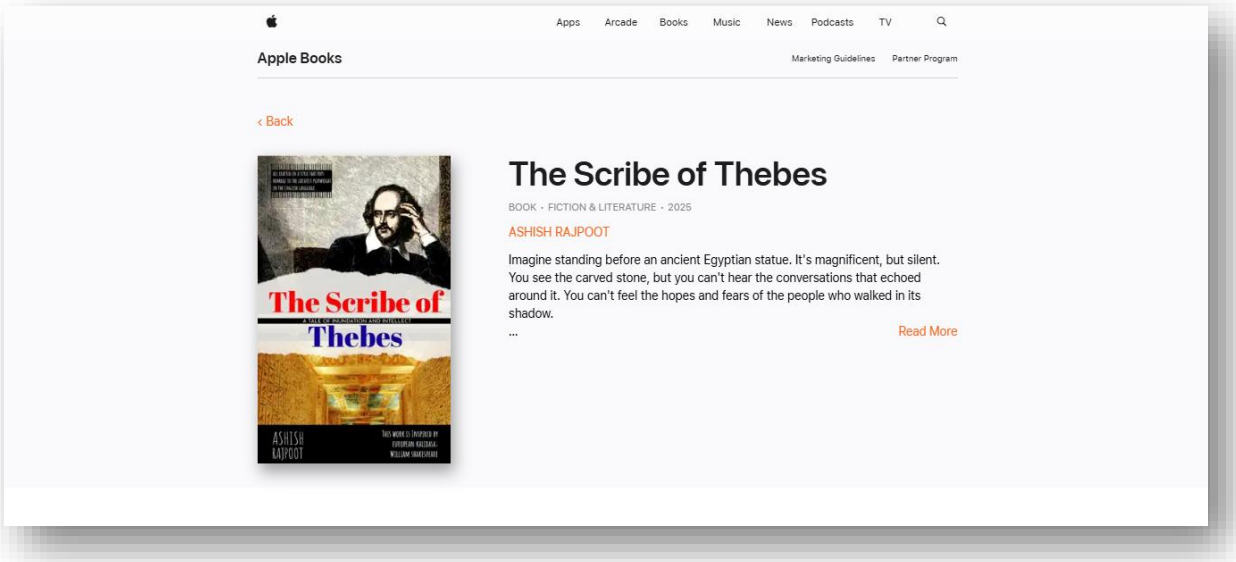
LIVING WITH DYING
A NOVEL
Amartya Srivastava
Living with Dying
BOOK · COMICS & GRAPHIC NOVELS · 2025
Amartya Srivastava
Living with Dying "But still, it's not fair that my life is ending before it really even began." What does it mean to live? Here's my take! I'd to say living is probably about sharing soul-deep connections with people understanding each other totally. THAT'S living, validating other people's existence falling in love, hating someone. Holding hands, hugging, crossing paths.... Finding it fun or Read More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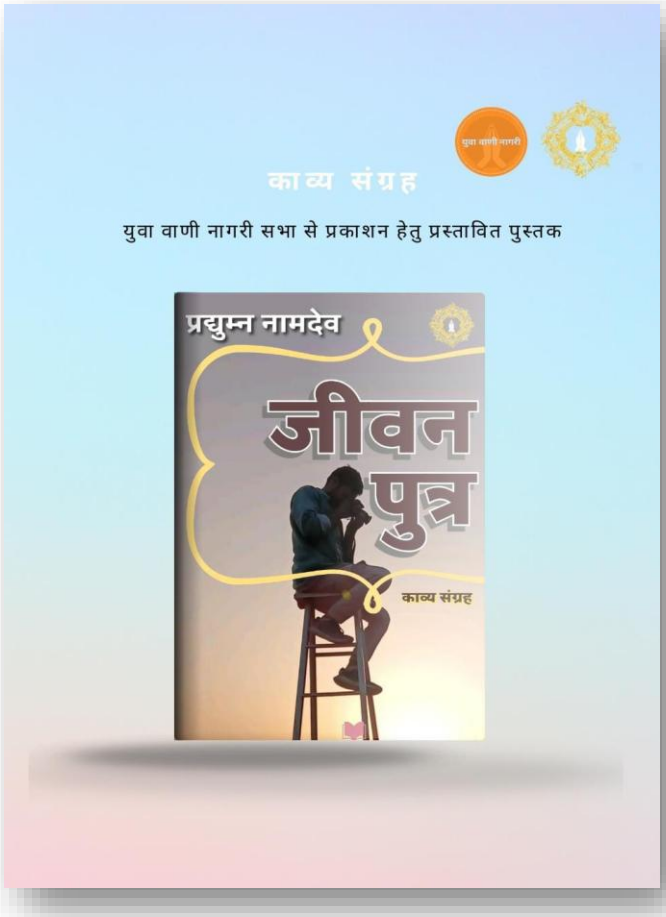
The Scribe of
Thebes
ASHISH
RAJPOOT
The Scribe of Thebes
BOOK · FICTION & LITERATURE · 2025
ASHISH RAJPOOT
Imagine standing before an ancient Egyptian statue. It's magnificent, but silent. You see the carved stone, but you can't hear the conversations that echoed around it. You can't feel the hopes and fears of the people who walked in its shadow.
...
Read More


काव्य संग्रह
युवा वाणी नागरी सभा से प्रकाशन हेतु प्रस्तावित पुस्तक
प्रद्युम्न नामदेव
जीवन पुत्र
काव्य संग्रह

2.4 Focus on YuvaanSabha & Yuvaan Masik Patrika

The **YuvaanSabha** (formally Yuva Vani Naagari Sabha) is a critical community initiative integral to the group's social mission. Its core purpose is the **empowerment and incubation of newly emerging literature authors**. It operates as a platform and network designed to nurture new literary voices.

The flagship product of this community is the **Yuvaan Masik Patrika**, a Hindi monthly magazine. Engaging with the promotion of this magazine was crucial to my internship as it provided a practical understanding of the **market dynamics and communication flow between a publication and its authors**. This initiative demonstrates PRASHARAN SVM's direct commitment to generating social good by providing regular publication opportunities and exposure for new writers, thereby fulfilling their creative and professional needs.

Latest Release of Yuvaan Masik Patrika in which I worked

Bibliographic information

Title	युवान मासिक पत्रिका, अंक -27 व 28: संगम विचारों का[प्रथम संस्करण] !
Authors	शिवम श्रीवास्तव, खुशी सिंह , श्रीमती अनिता शरद झा, डॉ० आर० के० शर्मा, विनोद शर्मा, रेखा अग्रवाल, डॉ० जीतेश सिंह, अभिनव
Editor	आशीष राजपूत
Contributor	विशाल तिवारी
Publisher	युवा वाणी नागरी सभा, 2024
Length	36 pages
Subjects	Antiques & Collectibles / Magazines & Newspapers

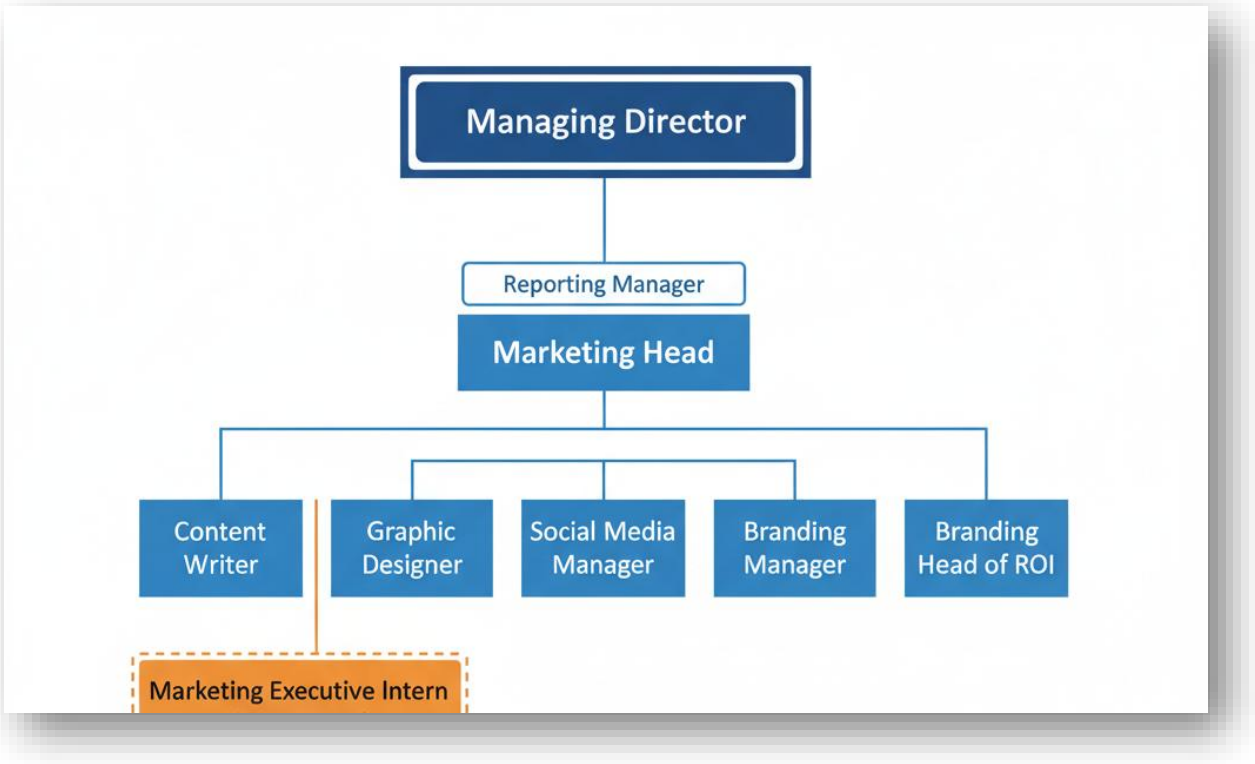
2.5 Organizational Structure

I was positioned within the **Marketing and Branding Department**, a dynamic team structured to efficiently manage the promotion of all group units. The reporting hierarchy and key team members were:

- **Reporting Manager:** The **Managing Director** himself, which provided a unique opportunity to gain insights into strategic decision-making and high-level organizational vision.
- **Key Colleagues:** I collaborated extensively with various specialists within the department, including the:
    - **Content Writer**
    - **Graphic Designer**
    - **Social Media Manager**
    - **Marketing Head**
    - **Branding Manager**
    - **Head of ROI (Return on Investment)**

This structure allowed for cross-functional learning and exposed me to the integrated processes necessary for a successful media and publishing marketing strategy.

Chapter 3: The Internship Role and Responsibilities



3.1 Role: Marketing Executive Intern

My formal capacity within PRASHARAN SVM was that of a **Marketing Executive Intern**. The primary purpose of this role was to gain a comprehensive, end-to-end understanding of the operational processes within the **Marketing and Branding Team**. Specifically, my responsibilities positioned me as a key liaison and executor in the pre-launch and post-launch phases of new publications.

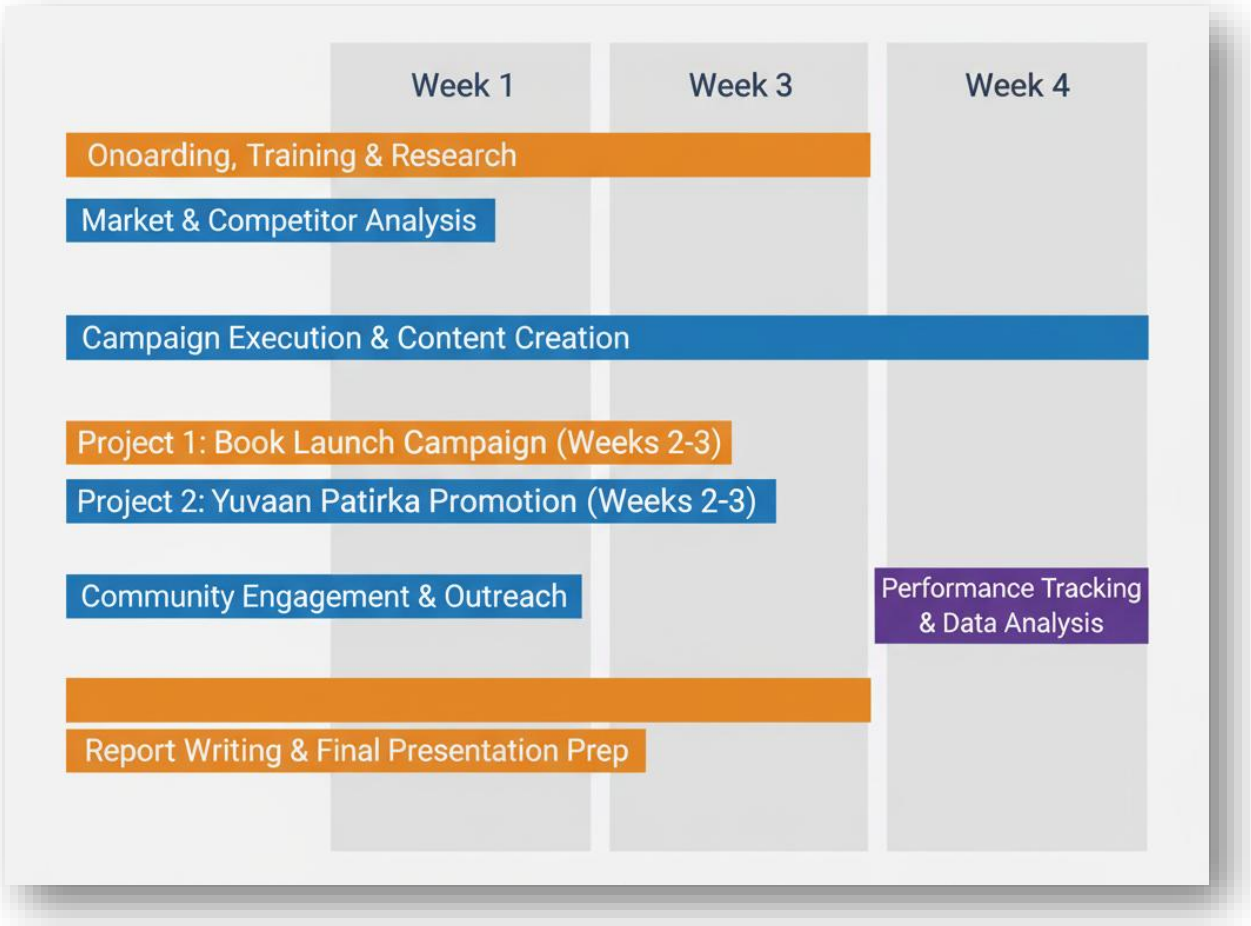
This involved:

- **Author Engagement:** Actively engaging with both the **YuvaanSabha Community Hub** authors and individual PRASHARAN SVM authors regarding their upcoming works.
- **Scheduling and Coordination:** Scheduling planning meetings with the marketing and branding team to define the exact scope of upcoming tasks based on author deadlines.
- **Promotional Material Management:** A critical part of my work involved communicating with external partners, particularly the **Apple Books Promotional Team**. I managed the design process of promotional pamphlets in various sizes and formats, collaborating closely with graphic designers, ensuring the final designs were approved by platforms like Apple Books, and preparing all necessary purchase links from every platform for use in email marketing and social media campaigns.

Ultimately, the purpose of my role was to provide a hands-on learning experience on **how the entire market and branding process works** from internal coordination to external platform collaboration and campaign execution.

3.2 Key Responsibilities & Tasks

My duties were broadly categorized into internal coordination and external asset management, supporting both the Publishing Group and the YuvaanSabha community.


Week 1
Week 3
Week 4
Onoarding, Training & Research
Market & Competitor Analysis
Campaign Execution & Content Creation
Project 1: Book Launch Campaign (Weeks 2-3)
Project 2: Yuvaan Patirka Promotion (Weeks 2-3)
Community Engagement & Outreach
Performance Tracking & Data Analysis
Report Writing & Final Presentation Prep

3.2.1 Marketing for Publishing Group

The tasks focused on maximizing the visibility and accessibility of new book releases:

- **Design Coordination:** Ensuring all promotional designs were completed, including **book mockups, cover designs, and banners** tailored for different eBook selling websites (e.g., Apple Books).
- **Launch Logistics:** Creating a comprehensive list of all sales platforms (Stores) and coordinating the **simultaneous worldwide release** date and time for books across different territories.
- **Link Management:** Compiling a crucial **sheet of purchase links** from various eBook selling websites where the book was available, which was then utilized for targeted **email marketing** campaigns.
- **Customer Outreach:** Implementing social media marketing strategies, including running **social media campaigns**, organizing **giveaways**, and executing **Cover Release and Announcement events** to generate buzz for upcoming titles.

3.2.2 Marketing for YuvaanSabha

Tasks here were directed at community growth and content dissemination:

- **Content Distribution:** Sharing the **Yuvaan Masik Patrika** on various established online **Readers Communities** immediately upon its release to expand its readership.
- **Author Recruitment:** Engaging with potential new writers and inviting them to **participate in the YuvaanSabha community**, thereby

strengthening the group's talent base and ensuring a steady flow of content.

3.3 Skills Applied and Developed

The internship provided a practical environment for both applying academic knowledge and developing critical professional competencies:

Skill Category	Applied/Developed Skills	Description
Hard Skills	**Google Analytics Tools**	I gained insights into how the Branding and Marketing Team utilizes these tools to track campaign performance, reader behavior, and optimize digital strategies.
Creative/Technical Skills	**Design Parameters**	I learned the practical constraints and approval requirements for promotional materials by external platforms like

Skill Category	Applied/Developed Skills	Description
		Apple Books, improving my understanding of commercial design standards.
Soft Skills	**Communication**	Constant interaction with authors, designers, external teams, and internal managers significantly enhanced my professional and persuasive communication abilities.
Soft Skills	**Time Management & Task Scheduling**	Working with strict book launch deadlines required me to efficiently prioritize and sequence tasks, thereby sharpening my

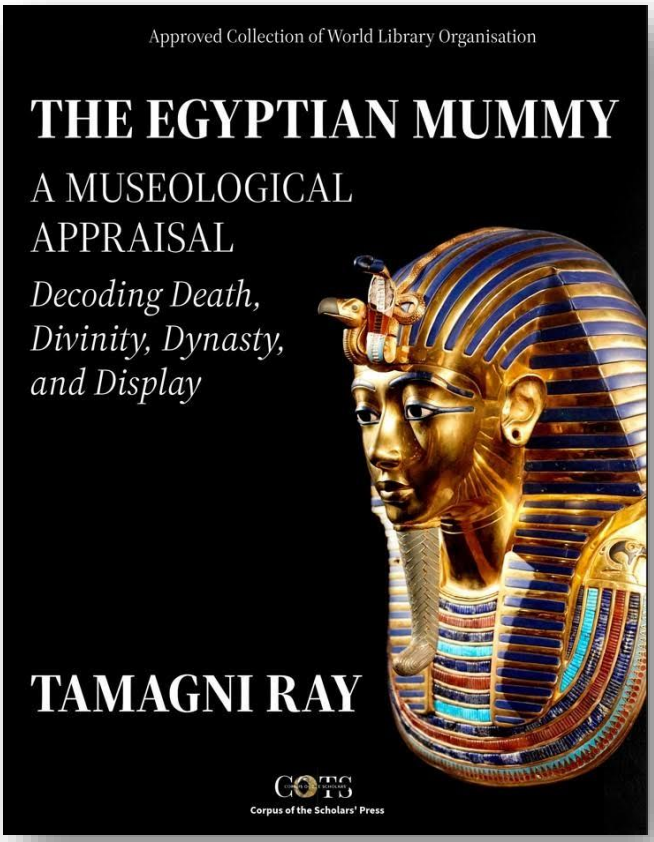
Skill Category	Applied/Developed Skills	Description
		task scheduling and time management skills under pressure.

Chapter 4

Project Description and Marketing Analysis

4.1 Project 1: Marketing a Specific Book

The core individual project during the internship was the marketing campaign for the book, **"THE EGYPTIAN MUMMY - A Museological Appraisal: Decoding Death, Divinity, Dynasty and Display"** by Tamagni Ray.


Approved Collection of World Library Organisation
THE EGYPTIAN MUMMY
A MUSEOLOGICAL APPRAISAL
Decoding Death, Divinity, Dynasty, and Display
TAMAGNI RAY
Corpus of the Scholars' Press

4.1.1 Marketing Objectives

The primary objectives for this specialized non-fiction publication were two-fold:

1. **Audience Engagement and Trust:** To attract the **genuine target audience** interested in museology and ancient history, and to effectively communicate the book's **trustworthiness** and academic value, thereby building reader engagement.
2. **Commercial Viability:** To implement strategies that would scale the business efficiently, ensuring the book's success translated into **profitability for both the author and PRASHARAN SVM**.

4.1.2 Strategies and Tactics

A comprehensive multi-channel approach was employed for the book launch campaign:

- **External Platform Communication:** A significant effort was dedicated to interacting with key external partners, particularly utilizing **Apple Books Marketing Tools** and coordinating with various **bookstores** for the official release arrangements.
- **Creative Asset Production:** Close collaboration was maintained with the **graphic design team** and **creative writers** to develop compelling content

for the social media campaigns, including eye-catching posts and promotional blurbs.

- **Data and Email Marketing:** I was responsible for collecting all necessary data, such as **purchase links** from different eBook stores, which were then used to execute **custom business promotional emails** targeting existing readers and subscribers.

4.1.3 Results and Key Learnings

The book achieved a successful release on the designated date, garnering a **positive response from the readership**. The author amplified the launch by initiating a personal **giveaway campaign** through her social media accounts, where I provided support by coordinating the necessary **design mock-ups** and drafting promotional post content with the creative team.

The most significant takeaway was the development of **basic management skills**. This project drastically improved my abilities in **management and communication** across different facets of the publishing industry, including external stakeholders, the **author community**, and complex internal **scheduling** to ensure all tasks were completed precisely on time.

Creative Asset Production used for Apple Books Promotion

Select sizes to create

- [x] Square Post - 1080x1080
- [x] Story Post - 1080x1920
- [x] Landscape Post - 1300x740
- [x] Banner Ad - 300x50
- [x] Banner Ad - 728x90
- [x] Banner Ad - 300x250
- [x] Banner Ad - 160x600

Apple Books Content Link

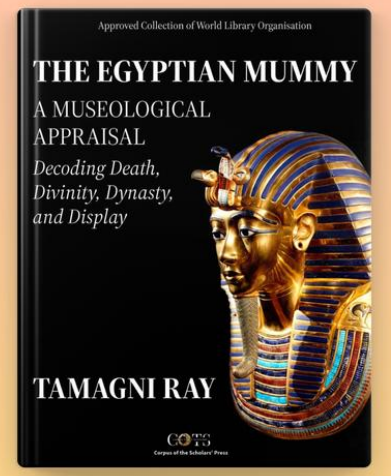
https://books.apple.com/us/book/the-egyptian-mummy-a-museological-appraisal/id6749789414?itscg=30200&itsct=books_box_link&mttnsubad=6749789414

Apple Books Short Link

https://apple.co/46S0ktN

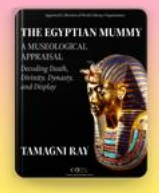
QR Code

New release

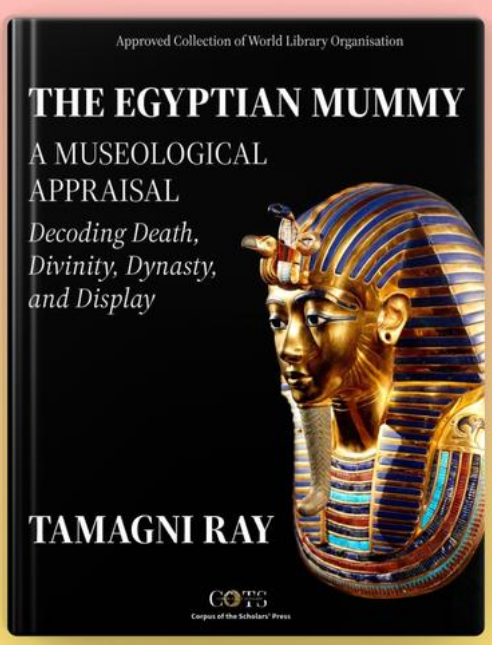


Read on Apple Books

Read on
Apple Books

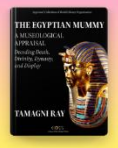


New
release



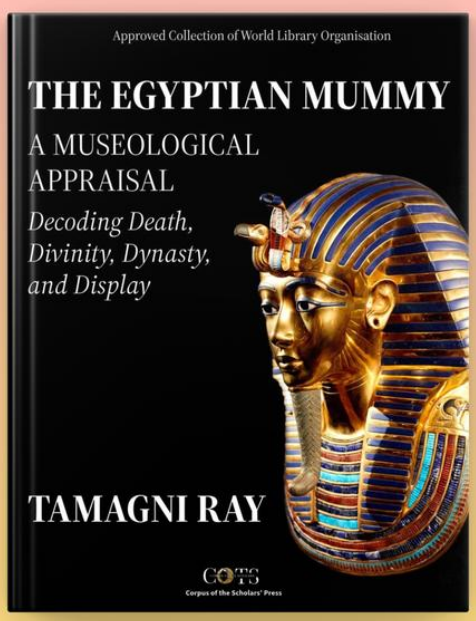
Read on
Apple Books

New release



Read on
Apple Books

New release



Read on
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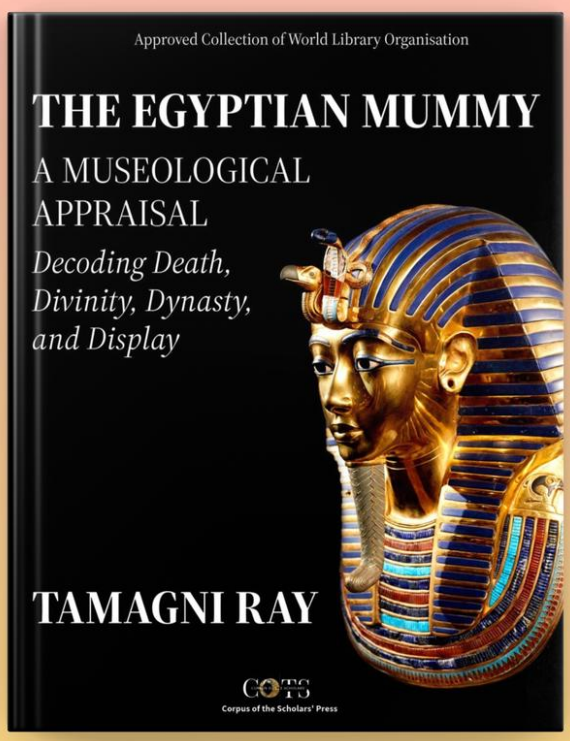
New release



Read on
Apple Books

New release

Read on
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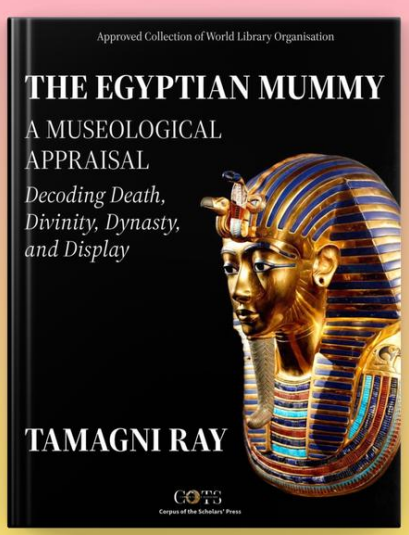

4.2 Project 2: Promoting Yuvaan Masik Patrika

The promotion of the **Yuvaan Masik Patrika** was a unique experience due to its established nature as a monthly Hindi Literature Community magazine running successfully since 2021. The maturity and dedication of the large **YuvaanSabha team** (where everyone is dedicated and pioneer in their work) provided a smooth framework for understanding the mechanisms of author community-to-reader community content delivery.

4.2.1 Objectives

The goals for the magazine promotion focused on continuous community cultivation and content amplification:

1. **Community Sourcing:** To actively **interact with the Author's community** to facilitate the submission of their work to the editorial team.
2. **Reach Maximization:** Once approved, to create and schedule engaging **social media posts for YuvaanSabha** with the help of the Social Media Management team to strategically **increase the social media accounts' reach**.

4.2.2 Strategies and Tactics

The strategy involved a systematic and repeated process for each magazine cycle:

- **Author Management Funnel:** The core task was following the content from the **collection** phase, through the submission to the **editorial team**, and patiently waiting for the **approval** of the author's work.
- **Content Marketing:** Following approval, the team created **engaging posts** featuring the submitted work for use in **social media marketing** campaigns designed to boost engagement and reach.

4.2.3 Results and Key Learnings

My performance in this collaborative environment was **highly effective**, largely due to the **collaborative nature of the team** in creative works and the ability to scale the work efficiently at different levels. The key reflection from this project was an **improved mindset** regarding the detailed **publishing process of a magazine** and gaining practical knowledge of **social media account handling** and ongoing social media marketing strategies for a community-driven product.

4.3 Overall Marketing Analysis

The internship provided a unique lens through which to analyze the marketing effectiveness of a **"Social Good Creators"** brand operating on a global scale. PRASHARAN SVM's publications are available in numerous international territories and stores, creating both immense opportunity and complexity.

Strengths of the "Social Good Creators" Brand Marketing:

- **Ethical USP:** The core philosophy of "Social Good Creators" serves as a powerful **Unique Selling Proposition (USP)**, automatically attracting a segment of readers and authors who value ethical, purposeful content. This philosophy enhances brand loyalty and makes promotional narratives more authentic.
- **Wide Distribution Leverage:** The extensive network of distribution across numerous countries (including the **United States of America, India, Germany, France, etc.**) and major retail platforms (**Amazon, Apple Books, Google Play Books, Kobo, Scribd, etc.**) is a colossal strength. It allows marketing efforts, such as the email campaigns I prepared, to target readers globally without complex localization issues.
- **Collaborative Community:** The existence of the **YuvaanSabha** provides a continuous source of fresh, mission-aligned content and a

dedicated, engaged community that organically participates in promoting the magazine, reducing the reliance on high-cost advertising.

Challenges in Global Mission-Driven Marketing:

- **Measuring Impact:** The primary challenge, as noted earlier, is the difficulty in attributing direct sales to short-term, low-budget social media campaigns, especially when catering to a **global and diverse set of digital storefronts**.
- **Message Adaptation:** While the mission is universal, tailoring the **"Social Good Creators"** message to resonate across 30+ countries with different cultural nuances and social priorities requires significant effort and resource allocation.
- **Fragmentation of Sales Data:** Managing and analyzing sales data across a multitude of platforms (**Barnes & Noble, Smashwords, Tolino, OverDrive, etc.**) for effective ROI measurement is a complex logistical and technical challenge for a company with a focused team.

The successful marketing of Project 1 and the smooth operation of Project 2 demonstrated that **content-driven marketing** and **community engagement** are the most effective strategies for PRASHARAN SVM, successfully bridging their social mission with commercial goals.

Chapter 5

SWOT Analysis

The following analysis provides an assessment of the internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) impacting PRASHARAN SVM's current marketing and operational environment.

STRENGHTS (Internal)
1. Authentic Brand Story & Mission
2. Diverse Content Categories "World Wide Window")
3. Strong Community Engagement (YuvaanSabha)
WEAKNESEES (Internal)
1. Limited Operating Hours (4 days/week)
2. High Dependency on External Retailers
3. No Direct-to-Consumer Sales Channel
OPPORTUNITIES (External)
1. Growing Global Interest in Indian Indian Heritage
2. Partnerships with Educationl Instiutions
3. Leverage Community for Direct Sales Platform
THREATS
1. High Competition in Publishing Industry
2. Short Audience Attention Spans
3. Risks from Platform Policy Changes

5.1 Strengths (Internal Factors)

The marketing approach of PRASHARAN SVM is underpinned by powerful internal strengths:

- **Authentic Brand Story and Mission:** The core philosophy of **"Social Good Creators"** and the evolution from a social campaign to a business provides a unique and authentic narrative. This mission-driven identity fosters high brand loyalty and resonates strongly with purpose-driven consumers.
- **Diverse and Unique Content Strategy:** Unlike publishers focused on a single niche, PRASHARAN SVM operates with a large and diverse category base, including **Archaeology, History, Religion, Philosophy, Iconography, Indology, Poetry, Drama, Novel, Short Story, Sonnets**, and many more. This strategic diversity is a major advantage.
- **"World Wide Window" Positioning:** The refusal to be "defined in any root or tree" positions the company as a **"worldwide window,"** allowing it to adapt to various market interests and offering a vast selection of fiction and non-fiction works, broadening its appeal globally.

5.2 Weaknesses (Internal Factors)

Operational and commercial constraints present noticeable internal weaknesses:

- **Limited Working Hours:** The operational schedule of **four days a week and six hours a day** creates a potential bottleneck. This restricted availability can sometimes cause a **"hustle for authors to get connected sooner,"** potentially slowing down crucial communication and time-sensitive project phases.
- **Dependency on External Retailers:** A significant weakness is the decision to **not run sales on their own website**. The reliance on external promoters and sellers (like **Apple Books, Google Books, Amazon, Flipkart, Waterstones, Magers and Quinn,** etc.) for both print and eBooks means the company lacks direct control over the sales funnel.
- **Lack of Direct Reader Trust:** The inability for readers to purchase directly from an official company website can sometimes **"lack trust of readers,"** who may prefer a direct relationship with the publisher or miss out on exclusive offers only possible through a proprietary sales channel.

5.3 Opportunities (External Factors)

External market conditions present several avenues for growth and expansion:

- **Growing Interest in Indian Literature and Heritage:** There is a significant and increasing **global demand for non-fiction works related to Indian literature, history, religion, and philosophy**. Given PRASHARAN SVM's existing focus on categories like Indology, Archaeology, and Religion, there is a clear opportunity to cater to this intellectual curiosity in international markets.
- **Strategic Partnerships with Educational Institutions:** The company can leverage its diverse academic catalog to forge **partnerships with colleges, universities, and research institutions**. This includes offering bulk licenses for eBooks to university libraries or collaborating with academic departments on publishing student research, which would provide a consistent revenue stream and boost credibility, especially for non-fiction titles.
- **Leveraging Community for Direct Sales:** The strong foundation of **YuvaanSabha** can be leveraged to launch a dedicated, trusted e-commerce portal for its community, solving the weakness of relying solely on third-party sellers. Utilizing the community's trust, the company can introduce exclusive limited editions or early access deals on its own site.

5.4 Threats (External Factors)

The external environment poses several challenges that could impede growth:

- **High Competition in the Publishing Space:** The global publishing market is saturated, featuring competition from major international houses and thousands of self-published authors on platforms like Amazon. This **high competition** makes it increasingly difficult and expensive to gain visibility and market share, especially for new authors or specialized non-fiction works.
- **Short Audience Attention Spans and Content Overload:** In the digital age, consumers are constantly bombarded with content. The **short audience attention spans** mean that marketing messages must be intensely compelling and frequent to break through the noise, posing a threat to the effectiveness of low-budget, organic campaigns.
- **Platform Dependency Risks:** Excessive reliance on external e-book platforms (e.g., Apple Books, Amazon) means PRASHARAN SVM is vulnerable to **sudden changes in retailer algorithms, commission structures, or pricing policies**, which are entirely outside the company's control but directly impact profitability.

Chapter 6

Learnings, Recommendations, and Conclusion

6.1 Key Learnings and Experience Gained

The one-month internship at PRASHARAN SVM was a period of intense professional development, offering critical insights into the operational and ethical dimensions of the media and publishing industry. My top professional and personal takeaways are summarized as follows:

- **Integrated Communication and Management:** I gained firsthand experience in the necessity of streamlined communication across diverse teams—from the creative writers and graphic designers to the managing director. This enforced skill development in task scheduling, adherence to strict deadlines, and managing expectations across different branches of the publishing and author community.
- **Mission-Driven Marketing Execution:** The internship provided a practical understanding of how to align commercial goals (book sales) with a strong ethical mission (**"Social Good Creators"**). I learned that

authenticity in branding and content is a powerful substitute for large marketing budgets in attracting a loyal, engaged readership.

- **External Platform Logistics:** My direct involvement with external bodies, such as the **Apple Books Promotional Team** and various international eBook stores, provided crucial knowledge on the technical requirements for digital asset approval, listing, and global distribution logistics, which is fundamental in the modern publishing environment.
- **Community as a Marketing Channel:** The work with **YuvaanSabha** taught me the value of community engagement. I realized that a dedicated and collaborative author community can act as an effective, low-cost marketing engine, facilitating organic reach and providing a steady content pipeline for the monthly magazine.

6.2 Recommendations for Publishing Group

To overcome the current reliance on third-party retailers and enhance reader trust, I recommend the following strategic actions for the PRASHARAN SVM Publishing Group:

1. **Establish an Official Direct Sales Channel:** Leverage the existing digital infrastructure, such as the feature used by the **YuvaanSabha Community website** for readers to access the e-magazine. The company should launch a curated section on its own website to begin **listing books for direct sale**. This would allow PRASHARAN SVM to build reader trust, capture direct customer data for better segmentation, and improve profit margins by eliminating retailer commissions.
2. **Implement a Global Email Segmentation Strategy:** While general email marketing is in use, the company should transition to a segmented strategy based on the extensive distribution list of countries where their publications are available (e.g., USA, Germany, India). This would allow the team to send localized announcements, country-specific deals, and content relevant to regional cultural themes, thereby maximizing conversion rates from email marketing.
3. **Develop Author-Specific Digital Press Kits:** Create standardized digital press kits for every new author and book, containing approved social media copy, high-resolution mockups, and pre-scheduled content

calendars. This empowers authors to run effective personal campaigns (like the one for *THE EGYPTIAN MUMMY* giveaway) with minimal creative support needed from the central marketing team.

6.3 Recommendations for YuvaanSabha

To further amplify the community's mission and visibility, the following recommendations are suggested for the YuvaanSabha initiative:

1. **Launch Regular Interactive Author Sessions:** Building on the existing practice of featuring authors in the magazine, I recommend hosting **monthly or weekly Instagram Live sessions with featured authors**. This interactive format increases audience engagement, puts a face to the written work, and provides a direct, measurable boost to the social media reach, turning passive followers into active community participants.
2. **Develop a "Guest Curator" Feature:** Institute a rotating "Guest Curator" role for the magazine's social media platforms, assigning the role to a newly published author each month. This gives the author ownership, providing fresh perspectives for the content and encouraging them to leverage their personal networks to drive traffic and submissions to the magazine.
3. **Gamification of Submissions and Peer Review:** To ensure a steady flow of high-quality submissions, the community could introduce a tiered points system or badges for authors who successfully submit, are featured, and participate in peer review of other submissions. This gamified approach leverages the community's internal energy to sustain editorial quality and participation.

6.4 Conclusion

The one-month tenure as a Marketing Executive Intern at PRASHARAN SVM provided an intensive and invaluable real-world learning experience. This report details my contribution to crucial projects, including the launch of a major non-fiction work and the continuous promotion of the *Yuvaan Masik Patrika*. I gained practical proficiency in managing complex distribution logistics, collaborative content creation, and analyzing market responses through a strategic lens. The exposure to an organization where commercial success is inextricably linked to the **"Social Good Creators"** philosophy has profoundly

enriched my understanding of ethical and purposeful business practice. I sincerely thank the Managing Director, the entire Marketing and Branding Department, and the YuvaanSabha Pratinidhi Mandal for their mentorship and the opportunity to contribute to their mission. The skills and insights gained here will be foundational to my future career in marketing and business management.

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